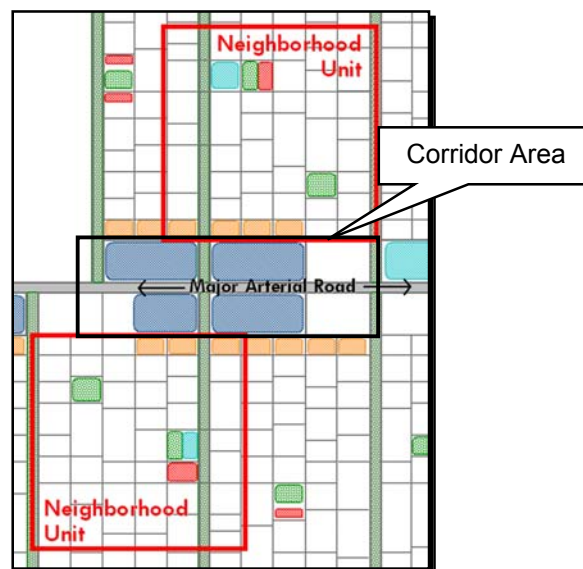


Corridor Development Areas

New corridor developments (Exhibit 3.2.1) are intended to be community focused rather than regional¹. They should at a community scale and character that would relate and integrate with existing and future neighborhoods. New commercial development should not be concentrated on a single large-scale area, but rather dispersed and interrupted to retain a neighborhood scale. Where commercial areas redevelop over time, every attempt should be made to conform to the new commercial development standards.

Through the neighborhood planning process, potential future commercial areas were identified by comparing existing vacant lands, existing and future transportation systems, current uses and approved (but not built) commercial nodes. What became evident fairly early in the process was that there were perceptual differences as to what should constitute neighborhood-serving commercial within the different planning areas. Four distinct corridors also emerged from the process--the Cerrillos, Airport, Rodeo and Agua Fria Road Corridors.



*Exhibit 3.2.1. Schematic of a
Corridor Development Area*

The Cerrillos Road Corridor is clearly the most use intense commercial corridor. One of the three identified regional commercial nodes is contained within the corridor as well as smaller “strip” retail centers and community commercial services and retailing. The corridor includes a majority of Santa Fe’s “big box” retail outlets.



Cerrillos Road Corridor



Airport Road Corridor

The vision for the Airport Road area as described within the *Final Report* proved consistent with the translation of scale and the types of desired uses identified within the

¹ Corridor development areas as described in the *Final Report* under “Chapter 6. A Policy Framework for Santa Fe”.

neighborhood planning process. There was a strong consensus that commercial areas, including both retail and service related uses, were desirable, however, they should be limited to a neighborhood and pedestrian orientation. There was also consensus that Airport Road should not become a “canyon” of strip commercial, but rather commercial should be interspersed and located near major intersections or other areas that may be appropriate with adjacent existing uses. There was also agreement that future uses need to be expanded to include office, institutional and more service-oriented commercial.

Although Rodeo and Airport Roads are the east and west extension of the same arterial (changing at Cerrillos Road) they have taken on different characteristics. This is in part due to different surrounding development patterns over that have occurred over time. Another unique characteristic of the Rodeo Road Corridor is that the pattern and intensities are dramatically different along the north and south sides of the arterial east of Zafrano Drive. The north side is distinctly urban—the south is a collection of adaptive reuses (formerly residential) of small business or offices.



Rodeo Road



Agua Fria Road

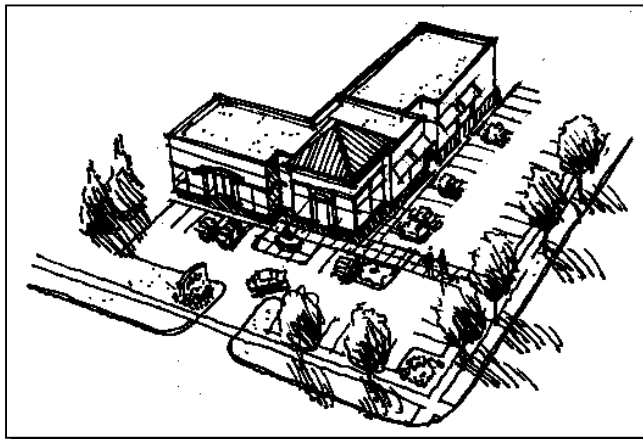
Finally, Agua Fria Road represents the fourth (and primarily minor) corridor area. For purposes of this plan, the Agua Fria Road is not treated as a true corridor, however, it does possess commercial and residential integration, so it has been included here as a point of discussion. There is also one conventional commercial and two neighborhood centers identified on the south side of the road, therefore, the corridor designation is necessary in order to impose future design standards to those areas. The majority of Agua Fria Road is treated as it remains in its original organic forms, which are the preferred forms and patterns for the area. In conjunction, many of the land uses along Agua Fria Road, particularly on the north side, continue to be mixed-use or live/work.

Intensity, scale and depth within the four corridors can be classified as either community or neighborhood serving. The Cerrillos Road Corridor has historically developed with a community-orientation², because the retail and service-related uses generally serve the

² It should be noted that recent development trends have been challenging this long-held practice. As the single-structure “big box” retailing continues to replace the strip shopping centers, there is pressure to extend the established 600-foot corridor depth to, in some instances, up to 1300 feet. This is also includes increasing the retail square footage, in some cases, to nearly 200,000 square feet within a single development project. The type of scaling, massing and market service area resulting from this increase is no longer community-oriented but clearly regional. There is an increasing need within the General Plan as

entire Santa Fe area. The corridor depth also has historically developed within a 600 to 700-foot depth as demonstrated by the General Plan as well as the companion C2-General Commercial zoning. The General Plan has established a Cerrillos Road Redevelopment Corridor (shown as approximately 600 feet in depth) that calls for development of modern development standards for the corridor, including a reassessment of appropriate uses that would promote a mixing of uses to de-emphasize the standard strip retail profile. The exception to the actual corridor depth is at the *regional* commercial node—located on the east side of the Cerrillos and Rodeo Road intersections where the corridor shifts to a nodal radius averaging 2300 feet, extending to 3300 feet in depth. In general, regional commercial (including uses, scaling and massing) should be considered appropriate only within this node. This would include big box retail that is intended to serve the larger regional markets of northern New Mexico. Within the remaining corridor-designated areas, commercial should remain at a community scale and use intensity.

The second corridor classification refers to neighborhood-oriented commercial. This would include the Airport and Rodeo Roads and, to a lesser extent, Agua Fria Road. The corridor depths within these areas tend to vary because of random development patterns, but as a general rule, the following average depths can be used to describe each corridor; 1) Airport Road with an average of range of 200 to 350 feet, 2) Rodeo Road with an average range of 200 to 400 feet and 3) Agua Fria Road where the corridor depths are dictated by distance to the Santa Fe River. In contrast to the Cerrillos Road Corridor, these corridors are narrower, they are more randomly developed, and are greatly reduced in use intensity. The corridors should include uses that directly serve the neighborhoods to which they are connected. They should also be of a size and scale and orientation that relates to the neighborhoods—they should also be pedestrian friendly rather than automobile-oriented³ (see Exhibit 3.2.2). In addition, the scale should be reduced to strengthen the neighborhood relationship.



*Exhibit 3.2.2. Example of a type of Neighborhood Center
(Town of Parker, CO—Master Plan)*

In all cases, transitional areas should companion any corridor designation in order to protect and relate commercial and residential areas. The composite future land use map

well as within the City's Land Development Code to make clear distinction between these types of development patterns.

³ As an example of pedestrian-orientation, a "sit down" dining establishment would be preferred to drive-through fast food restaurants. As an example of scale, a neighborhood grocery would typically be less than 50,000 square feet. This also reaffirms some of the principles within the *Final Report*.

(Chapter 4, Section 1) incorporates transitional areas at nearly every corridor designation.⁴

Alternative design elements for corridor areas are illustrated on Exhibits 3.2.3 and 3.2.4.



Exhibits 3.2.3 and 3.2.4. Alternative design elements for corridor and transitional areas

As in both examples, the buildings are pulled forward to the street with the parking nested internally within each center. Alternative #1 illustrates shared internal parking between the corridor and transition areas, with complete building frontage along the arterial. Primary access is provided between the transitional uses and the residential areas.

Alternative #2 incorporates only a partial building frontage closure and allows the transition and the corridor areas to be separated by a local or sub-collector street. These are suggested design *guidelines*—they will have to be translated into design *standards* as zoning overlays in order to apply them as code. The appropriate alternative or combination of alternatives should also be also addressed for each corridor area as these guidelines are converted to standards.

⁴ Transitional areas were applied where it was possible to do so. In several examples, however, commercial areas were already adjacent to residential areas. Where these areas exist, should redevelopment occur in the future, an attempt should be made to provide added buffering to the adjacent residential to minimize future impacts.